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ADVERTISEMENT

**Promotional communication to target audience.
Boosts brand visibility, drives sales, and creates
customer engagement. Evolving from print and
TV to digital platforms for precise targeting and
measurable results.**



Definition

refers to the promotional communication aimed at promoting a product, service, or idea to a target audience.

Importance

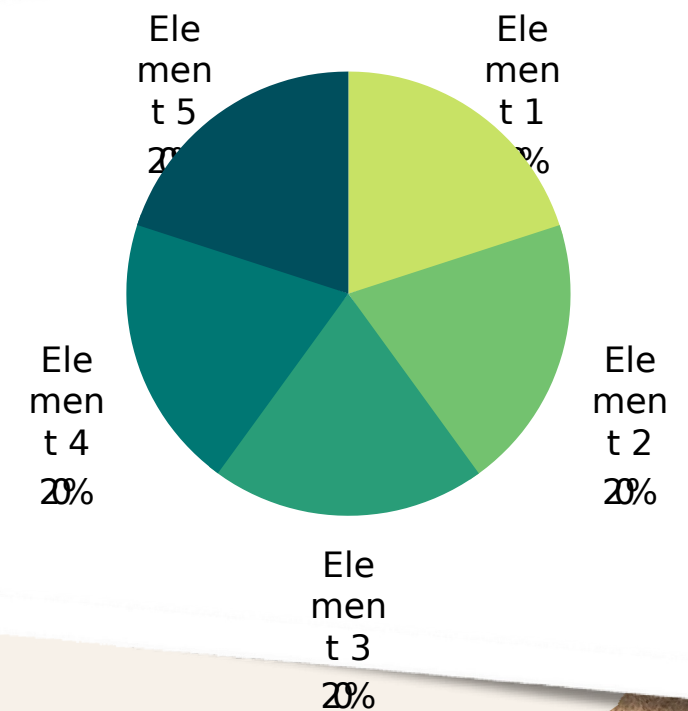
Effective advertising is essential for businesses to reach their target audience and stand out in a competitive market

Evolution

evolved significantly over the years, from traditional print and TV ads to digital platforms, such as social media and search engines.



- ☒ Option 1
- ☐ Option 2
- ☒ Option 3
- ☒ Option 4





UNDERSTANDING FACEBOOK ADS

"Overview of Facebook Ads: Facebook Ads is a powerful digital advertising platform that allows businesses to reach a vast audience base on the world's largest social media



COMPONENTS

Visuals

Compelling images or videos, combined with persuasive ad copy, grab the audience's attention and communicate the message effectively

A/B Testing

Testing multiple ad variations helps identify the best-performing elements and optimize the campaign for higher conversions.

Pixel Tracking

Facebook Pixel is a tracking tool that helps measure ad performance, track conversions, and re-engage potential customers.

Facebook Ad Creation process



- ☒ Defining OBJECTIVE
- ☒ Identifying TARGET AUDIENCE
- ☒ CHOOSING Ad Format.
- ☒ BEGIN
- ☒ Setting Ad BUDG



BENEFITS OF GOOGLE ADVERTISING

High Intent
Audience. Google users
are actively
searching for
products or
services, making them
valuable potential
customers.

Flexible Budgeting.

Wide Reach



COMPONENTS OF SUCCESSFUL GOOGLE ADS

Relevance of Keywords and Ad Copy
Quality Score and Ad Rank
Ad Extensions for Enhanced
Visibility
Landing Page Experience:

:



THE GOOGLE ADS CREATION PROCESS

Defining
Advertising
Goals:

Keyword
Research
and
Selection

Creating
Compelling
Ad Copy

Choosing the
Right Ad
Extensions

Setting Budget
and Bidding
Strategy

Selecting
Targeting and
Placement:

Analyzing
and
Optimizing
Performanc
e:





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THANK

YOU

